



اُونِيُوَرَسِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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To my classmates, I also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in Social Media. I have learn a lot about doing business online and that it is not an easy journey to become a good and successful businessman. All downs in business can only overcome with perseverance and the ups can be achieved through hard work.

Through these problems, I manage to become more organize and maturity in dealing with problems that occur during my business. This portfolio covers social media using Facebook, creating teaser, creating soft sell and hard sell to attract customer.

Last but not least, I once again show my gratitude to all parties who have directly and indirectly contributed to the successfulness of these social media project.

EXECUTIVE SUMMARY

Uncle Bob by Aizat offers fried food that is made from high quality premium ingredients special for all fried food lovers. We are selling three products which are Ayam Gunting, Sotong Gunting and Sosej Cheese Jumbo that is very juicy and delicious. We are also selling our product at a reasonable and affordable price so that everyone will be able to try our product.

Uncle Bob by Aizat clients are the customers that love to eat fried food while watching movies at anytime and anywhere when they feel like to munch something. Uncle Bob by Aizat are also targeting students that seek for something to eat while they are studying because this food can help them to reduce their boredom and stress level while doing assignments.

Our business has started around the middle of 2021. We provided a services direct delivery to customers or self pickup for customer around Shah Alam, Selangor. We believe that our product is a good marketable product of choice that can be further expanded to many different areas as the business keep growing. We have a Facebook page to expand our business through social media and learn how to post Facebook posts for business products which consists of teaser post, soft sell and hard sell.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Uncle Bob by Aizat is a business name that had been decided for this business. The most famous menu that buyer will search at our stall is Ayam Gunting because it is fatless and boneless. It is also juicy and crispy and will give the great experience for all chicken lovers out there. As for our target market, Uncle Bob by Aizat is target for all teenagers, workers and student to buy our meal because it is affordable and suitable for individual who loves fried food during their free times or while studying.



Figure 1.1 Uncle Bob by Aizat Official Logo